Lena Hoffmann

Senior Product Designer

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Berlin, Germany
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SKILLS

Technical

Interaction design · User research · Design systems · Prototyping · Accessibility

Tools

Figma · Maze · Framer

LANGUAGES

German (native)
English (fluent)
French (intermediate)

EDUCATION

BA Interaction Design
Berlin University of the Arts, Berlin, Germany
2019

Product designer with six years on mobility and marketplace apps. Works from research to shipped interface, and runs the design system two product teams build with.

WORK EXPERIENCE

01/2022 – PRESENT

Product Designer

Spree Mobility · Berlin, Germany

- Redesigned booking in the rider app, which raised completed bookings by 12% across 1.2 million monthly riders.
- Built and maintain the design system shared by two product teams and 40 components.
- Run monthly usability sessions with riders in Berlin and Hamburg.

08/2019 – 12/2021

UX Designer

Marktplatz Studio · Hamburg, Germany

- Designed the seller onboarding flow that halved the time to a first listing.
- Ran 60 interviews with sellers to set the redesign priorities.